



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/24 thru 11/30

(prices in dollars per carton)

Fri. Nov 24, 2006

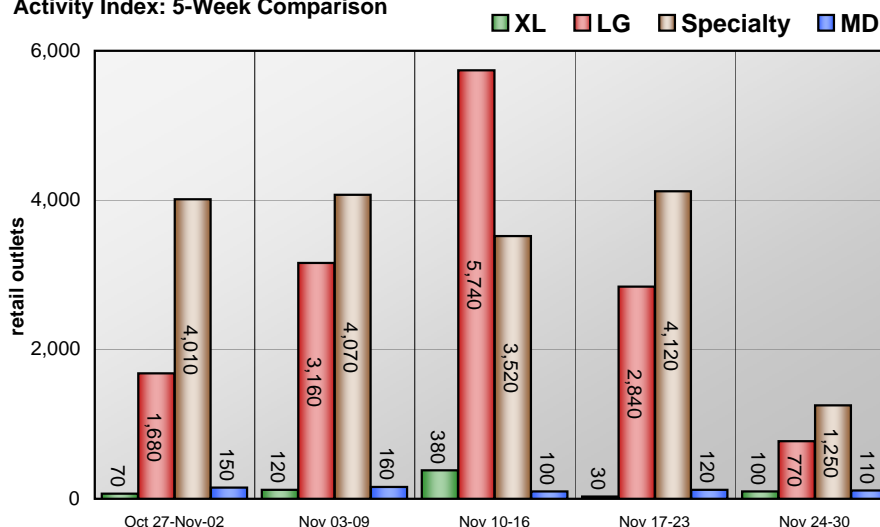
SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		10.2% of 17,000 stores				29.8% of 17,000 stores				12.3% of 16,700 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			30	0.94	20	1.20	40	1.19			130	0.72
	White 18 pack	30	1.00	80	0.99			1,260	1.38			10	1.48
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	70	1.00	70	0.96	10	0.79	1,340	0.81			640	0.54
SPECIALTY	White 18 pack			590	1.29			150	1.56			270	1.24
	Brown 12 pack							50	1.49				
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			460	3.83			120	3.23			430	3.33
	OMEGA-3												
LARGE	White 12 pack	330	2.29	400	2.24	800	2.50	1,570	2.42			110	1.99
	Brown 12 pack											380	2.76
	CAGE-FREE												
	White 12 pack			20	2.50			260	2.50				
TINY	Brown 12 pack			40	2.19			1,370	2.58			410	2.74

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	870	2,870	1,050	Large Eggs on
Specialty	1,250	4,120	1,330	Nov-20-2006
Total (includes MD)	2,230	7,110	2,420	423.3
Special Rate 4/:	4.1%	2.9%	2.0%	down 22%

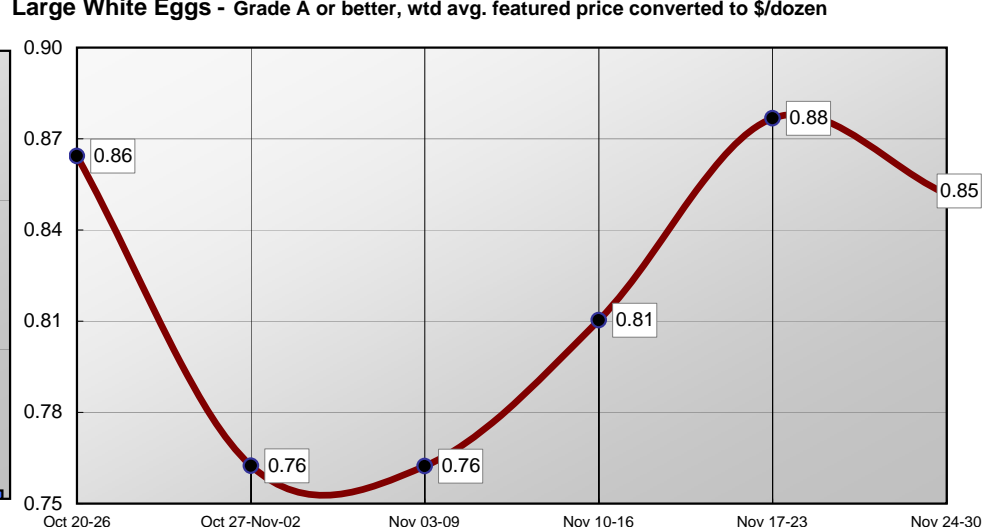
5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING	
<p>Promotional activity on regular shell eggs declined sharply when compared to last week, however promotions are only slightly lower than the same week a year ago. The Northeast region is most active with 20% of sampled stores with ads. Specialty shell egg features are still showing up more than regular shell egg features. USDA Organic brown eggs ads increased over a week ago. Egg product feature activity, although down from the previous week, out paced regular shell eggs by about 80%. Price and store volume declined on 16 oz. cartons, yet increased on 32 oz. cartons. Seasonal Egg Nog activity dropped dramatically from last week.</p>	

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		21.3% of 3,900 sampled outlets Activity Index = 1,540 (includes Medium)						10.3% of 4,700 sampled outlets Activity Index = 450 (includes Medium)						6.1% of 2,800 sampled outlets Activity Index = 100 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.99	10	0.99							1.00	30	1.00			
	White 18 pack																		
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack						White 12 pack						White 12 pack			0.59	10	0.59
	White 12 pack	0.99 - 1.00	60	1.00	0.80 - 1.00	50	0.95	0.99	10	0.99							0.97	20	0.97
	White 18 pack				1.50	210	1.50				0.99 - 1.29	360	1.19				0.99	20	0.99
S P E C I A L T Y	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack			0.72	80	0.72	White 12 pack			0.72	10	0.72
	White 30 pack							White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.99 - 4.00	450	3.86										2.50	10	2.50
	Brown 12 pack																		
S P E C I A L T Y	OMEGA-3																		
	White 12 pack	2.00 - 2.50	330	2.29	1.99 - 2.50	400	2.24												
	Brown 12 pack																		
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack				2.19	30	2.19												
	Brown 12 pack																		
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		3.3% of 2,700 sampled outlets Activity Index = 90 (includes Medium)						1.1% of 1,900 sampled outlets Activity Index = 30 (includes Medium)						14.1% of 1,000 sampled outlets Activity Index = 20 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99	80	0.99				0.92	10	0.92				0.92	10	0.92
	White 18 pack																		
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
	White 12 pack																		
	White 18 pack																		
S P E C I A L T Y	Brown 12 pack																		
	MEDIUM	White 12 pack			0.59	10	0.59	White 12 pack						White 12 pack					
	White 30 pack							White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
S P E C I A L T Y	OMEGA-3																		
	White 12 pack																		
	Brown 12 pack																		
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack										2.50	20	2.50						
	Brown 12 pack																2.19	10	2.19

Note: See page 1 for explanatory notes.



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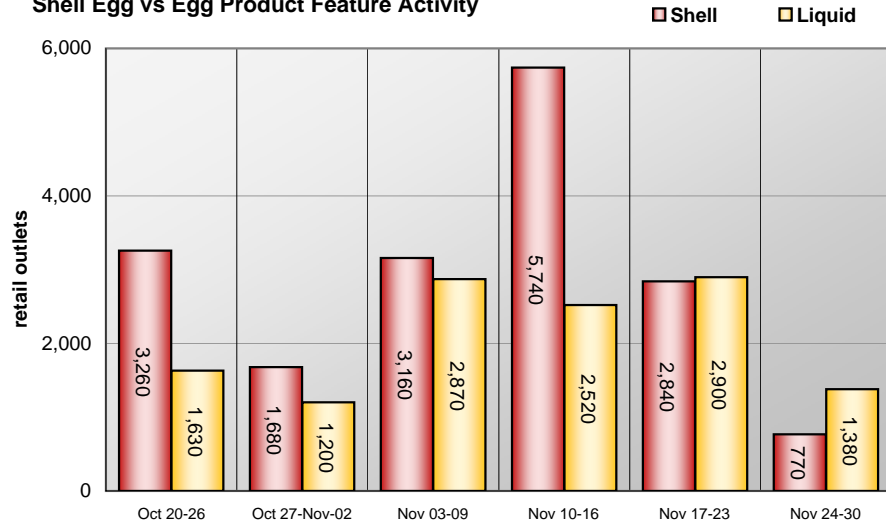
EGG PRODUCTS	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.7%	18.3%	21.2% of 3,900 sampled	5.7% of 4,700 sampled	0.8% of 2,800 sampled	0.0% of 2,700 sampled	0.9% of 1,900 sampled	0.0% of 1,000 sampled
2/ Activity Index	1,380	2,900	Activity Index = 1,000	Activity Index = 340	Activity Index = 20	Activity Index = 0	Activity Index = 20	Activity Index = 0
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. carton	830 2.10	2,740 2.42	1.99 - 2.50 570 2.01	2.00 - 2.38 260 2.28				
32 oz. carton	320 4.62	160 3.60	3.99 - 5.49 290 4.72	3.99 10 3.99			3.49 20 3.49	
3 - 4 oz. cups	230 1.96		1.79 - 1.99 140 1.98	1.79 - 1.99 70 1.98	1.79 20 1.79			
2 - 8 oz. cups								

**SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG**

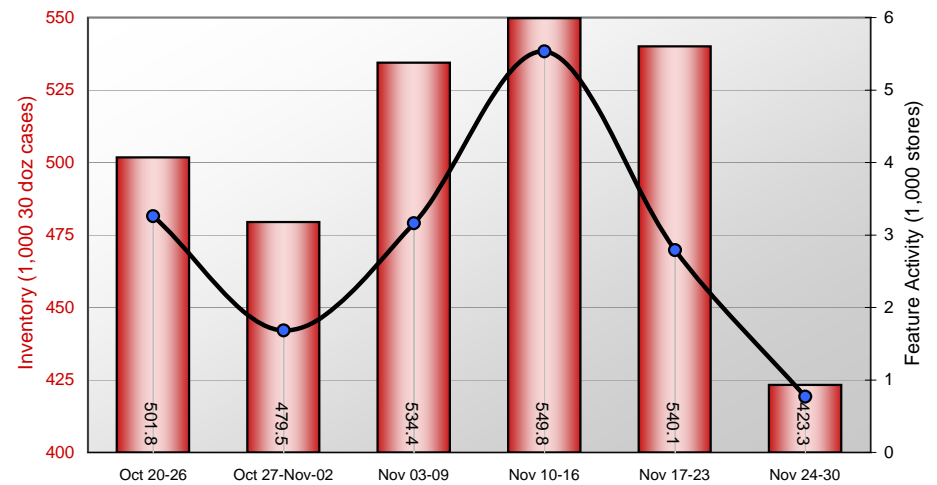
(Non-alcoholic egg nog; this section will run through January 1, 2007)

EGG NOG	THIS WEEK	THIS WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	19.1%	51.4%	26.1% of 3,900 sampled	31.8% of 4,700 sampled	21.1% of 2,800 sampled	1.1% of 2,700 sampled	0.4% of 1,900 sampled	13.0% of 1,000 sampled
2/ Activity Index	3,980	10,300	Activity Index = 1,790	Activity Index = 1,530	Activity Index = 470	Activity Index = 50	Activity Index = 10	Activity Index = 130
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
32 ounce	1,470 2.20	3,860 2.14	1.79 - 3.19 990 2.45	1.50 - 2.99 210 1.56	1.19 - 2.99 230 1.75	0.79 - 2.99 30 2.28		1.19 - 1.89 10 1.64
64 ounce	2,510 2.78	6,440 2.98	2.50 - 3.99 800 3.56	2.29 - 3.59 1,320 2.37	2.50 - 2.99 240 2.51	2.99 20 2.99	2.79 10 2.79	2.50 120 2.50

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.